NUDGING CHILDREN TO EAT HEALTHIER

Welcome to

SMARTER LUNCHROOMS

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Smarter Lunchrooms: A Policy, Systems and Environmental Approach to School Meals
Research in schools:
Discover the best ways to nudge students to select and consume healthy foods.

Dissemination to schools:
Translate the research into practice via the Smarter Lunchrooms Movement National Office

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Behavioral economics

- Offer strategies to help kids *willingly* eat better.
- Uses tools of psychology, economics and marketing to encourage better choice.
The smarter lunchrooms movement

Brings evidence from the fields of

- Economics
- Marketing
- Psychology

to the school lunchroom to reduce food waste and increase consumption.

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The smarter lunchrooms movement

- Founded in 2010
- USDA/FNS/ERS Funded
- National Office Based at Cornell University
- Currently in use by over 30,000 School across US

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Key element of smarter lunchrooms: Choice Architecture

- Framing a decision to prompt a certain response
  - “Nudging”
- Creates satisfaction about a decision
  - “Owning it”
- Often students don’t even know they are being influenced

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A smarter lunchroom:

- Nudges choices
- Increases consumption
- Increases sales
- Maintains choice
- Uses low cost or free changes
Policy, Systems and Environment Approach

**SLM Education**
- SLM trainings
- Classroom Nutrition Education aligned with SLM
- Cafeteria Tastings

**SLM Cafeteria Makeovers**
- Signage, Labels
- Lunchroom Atmosphere
- Posters, Student Art
- Branding

**SLM IN LSWP Policy**
-- HealthierUS School Challenge

**Policy**

**Systems**

**Environment**

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Policy, Systems and Environment Approach

Some Example of Success From the Field:

• Heather Reed: California Department of Education, Smarter Lunchrooms Movement of California

• Katie Bark: Team Nutrition Montana, Smarter Lunchrooms Project Leader

• Grace Contago: National Health Foundation, Champions of Change Program